

WHAT IS CLAIMED IS:

1. A method for applying an image onto an article, said article comprising a light transmissible surface and a light source disposed under said light transmissible surface, said method comprising steps of:

providing an image-transfer medium comprising a transparent substrate and a transferable material formed on a first surface of said substrate;

removing a selected portion of said transferable material to obtain a hollowed transferable material with a specific pattern vacancy; and

adhering the remaining transferable material onto said light transmissible surface of said article, thereby allowing light emitted by said light source to penetrate through the specific pattern vacancy.

2. The method according to claim 1 wherein said transferable material comprises a pressure-sensitive adhesive layer, and said step of removing said selected portion of said transferable material is performed by applying a depressing force onto a second surface of the substrate with a writing tool or stamping tool.

3. The method according to claim 1 wherein said remaining transferable material is adhered to said article along with said transparent substrate.

4. The method according to claim 1 wherein said transferable material is formed as a continuous layer.

5. The method according to claim 1 wherein said transferable material is formed with a plurality of said transferable dots, each of which has a shape selected from a group consisting of a circle, an ellipse, a triangle, a rectangle and a honeycomb.

6. A use of an image-transfer medium for applying an image onto an article, said image-transfer medium comprising a transparent substrate, a transferable

ink layer and a pressure-sensitive adhesive layer, said use comprising:

cold transfer-printing a first selected portion of said transferable ink layer onto the article when an ink pattern image is required; and

removing a second selected portion of said transferable ink layer, and adhering the remaining transferable ink layer along with said transparent substrate onto the article when a hollowed pattern image is required.

7. The use according to claim 6 wherein said cold transfer-printing operation is performed by applying a depressing force directly onto said transparent substrate at positions corresponding to said first selected portion of said transferable ink layer with a writing tool or stamping tool so that said pressure-sensitive adhesive layer adheres said first selected portion of said transferable ink layer to the article.

8. The method according to claim 6 wherein said second selected portion of said transferable ink layer is removed by applying a depressing force onto said transparent substrate at positions corresponding to said second selected portion of said transferable ink layer so that said pressure-sensitive adhesive layer adheres said second selected portion of said transferable ink layer away from said transparent substrate.

9. The use according to claim 6 wherein said image-transfer medium further comprises an isolation layer containing a tack reducing agent for decreasing adhesion between said transferable ink layer and said pressure-sensitive adhesive layer.

10. The use according to claim 6 wherein said transferable ink layer is a continuous layer.

11. The use according to claim 6 wherein said transferable ink layer is formed with a plurality of said transferable dots, each of which has a shape selected

from a group consisting of a circle, an ellipse, a triangle, a rectangle and a honeycomb.